**R E M A R K S**

Claims 2 and 10-12 have been canceled without prejudice. Claims 1, 3-9, and 13-28

remain pending in the application, of which claims 17-27 have been withdrawn from

consideration. Applicant amends claim 1 for further clarification. No new matter has been

added.

Claims 1, 3-9, 13-16, and 28 were rejected under 35 U.S.C. § 103(a) as being

unpatentable over U.S. Patent No. 5,855,007 to Jovicic et al. in view of U.S. Patent No.

6,497,360 to Schulze, Jr. Applicant respectfully traverses the rejection.

The Examiner conceded that Jovivic et al. fail to disclose ownership of an electronic

coupon being transferred, and relied upon Schulze, Jr. as a combining reference that allegedly

suggests such a feature. Page 4, lines 3-12 of the Office Action.

Again, Schulze, Jr. only describes

> "Prior to or concurrent with payment to the retailer,
> ownership of such *redeemed coupons* is transferred from the
> *retailer* to the coupon verification *personnel*." Col. 3, lines 53-
> 55 of Schulze, Jr. (Emphasis added)

That is, Schulze, Jr. merely describes an already-redeemed paper coupon being

physically collected from a retailer to coupon verification personnel. Thus, again, Schulze,

Jr. is totally silent about changing ownership of an electronic coupon from one information

terminal to another information terminal, as claimed. And Schulze, Jr., as cited and relied

upon by the Examiner, clearly fails to disclose or suggest any features to facilitate an

electronic ownership transfer of a coupon.

Furthermore, Jovivic et al. merely describe an Internet Coupon Server recording a

transaction and notifying information in connection with the transaction:

> "If the maximum number of coupons was not exceeded,
> Internet Coupon Server 124 verifies whether the coupon
> expiration date was not exceeded, Internet Coupon Server 124

notifies this information 508 over the Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the expiration date was not exceeded, the Internet Coupon Server records the transaction 510 in the field 11 which contains past transactions, by first storing customer's name, then customer's identification number and then the current coupon serial number. After the transaction is recorded, the Internet Coupon Server 124 notifies the transaction 512 over the Internet Coupon ICNC gateway to the coupon owner's ICNC 134 by first sending customer's name 320, then customer's identification number 322 and then the current coupon serial number 318." Col. 9, lines 23-28 of Jovivic et al.

That is, Jovivic et al. only describe recording additional coupon and customer information and sending this information to Internet Coupon Notification Centers ("ICNC").

Thus, neither Schulze, Jr. nor Jovivic et al., as cited and relied upon by the Examiner, disclose or suggest features in connection with a requesting terminal requesting an ownership change, and a server verifying ownership of a coupon for the requesting terminal before updating and changing the ownership information stored therein to reflect the request made by the requesting terminal.

In other words, even assuming, arguendo, that it would have been obvious to one skilled in the art at the time the claimed invention was made to combine Jovicic et al. and Schulze, Jr., such a combination would still have failed to disclose or suggest,

> "[a]n electronic transaction method using an electronic coupon in an electronic transaction system comprising an electronic shop server opening an electronic shop site on Internet to operate and manage said electronic shop site, a coupon issuance/management server, which has a transfer management memory, issuing and managing an electronic coupon having pecuniary value information usable in a settlement of an electronic transaction for said electronic shop site, and a plurality of information terminals individually operable to access to said electronic shop and to access each other to carry out an electronic transaction, said electronic transaction method comprising:
> requesting said coupon issuance/management server to issue said electronic coupon from one of said information terminals;

issuing, to said requesting information terminal having requested said electronic coupon by said coupon issuance/management server, said electronic coupon having said pecuniary value information and owner identification information related to said requesting information terminal;

recording and managing, by said coupon issuance/management server, said owner identification information of said electronic coupon as coupon management information in the transfer management memory;

at said requesting information terminal,

transferring, when said requesting information terminal transfers said electronic coupon to another information terminal, said electronic coupon to said another information terminal and transmitting a coupon number of said electronic coupon, identification information of said requesting information terminal, and identification information of said another information terminal to said coupon issuance/management server; and

at said coupon issuance/management server,

comparing said owner identification information, which is recorded in said transfer management memory and which is associated with the coupon number with said identification information of said requesting information terminal, and if said identification information of said requesting information terminal matches the owner identification information, changing the owner identification information recorded in said transfer management memory from said identification information of said requesting information terminal to said identification information of said another information terminal," as recited in claim 1. (Emphasis added)

Accordingly, Applicant respectfully submits that claim 1, together with claims 3-9, 13-16, and 28 dependent therefrom, is patentable over Jovicic et al. and Schulze, Jr., separately and in combination, for at least the above-stated reasons.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,

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